

File Copy
9-29-52

FRANCES HUGHES, ASSOCIATE EDITOR

1952

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
-------------	------------------------	-----------------	--------------

WEEK BEGINNING SUNDAY, SEPTEMBER 28, 1952

ANNOUNCEMENT

FASHION CALENDAR TAKES PLEASURE IN ANNOUNCING THE RESUMPTION OF LISTINGS AND CLEARING OF EVENTS IN HOME FASHIONS AND FOODS BEGINNING WITH THE NEXT ISSUE. OCTOBER 6, 1952.

Sept. 28	END OF DAYLIGHT SAVING TIME (Sunday) -- MOVE CLOCKS BACK ONE HOUR.		
Sept. 29	YOM KIPPUR - JEWISH DAY OF ATONEMENT (Monday).		
Beginning Monday	OPENING OF CRUISE AND HOLIDAY COLLECTION	GEORGIA BULLOCK, INC.	EMPIRE STATE BLDG. SHOWROOM - RM. 5708
Sept. 29	Georgia Bullock of California presents her Cruise and Holiday collection. By appointment only. Contact: Mona Moore, LO. 5-4762.		
Sept. 29- Oct. 4	NATIONAL SCARF JUBILEE WEEK, SPONSORED BY SCARF & NECKWEAR GUILD. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.		
Postponed Sept. 30	THE PIERRE BALMAIN PRESS PREVIEW OF RESORT COLLECTION, ORIGINALLY SCHEDULED FOR TUESDAY, SEPT. 30, AT 10:30 A.M. HAS BEEN POSTPONED. (NEW DATE LATER)		
Tuesday Sept. 30 10:30 A.M. Breakfast	PRESS PREVIEW: WINTER FUR COLLECTION	GUNTHER JAECKEL	10 EAST 57TH STREET 2ND FLOOR - FUR DEPT.
	Gunther Jaeckel presents their Winter fur collection during breakfast. By invitation only. Publicity: Carole Paley, FL. 5-7000.		
Tuesday Sept. 30 12:30 P.M. Luncheon	PRESS PREVIEW OF NOREEN RINSE	NOREEN, INC. (DENVER, COLO.)	HAMPSHIRE HOUSE PRIVATE SUITE
	Mrs. Ellen Baum of Noreen, Inc. invites the beauty press to a preview and modelling of Noreen color rinse at a buffet luncheon. By invitation only. Publicity: Marion MacDonald, EN. 9-7762.		
Tuesday Sept. 30 12:30 P.M. Luncheon	SHOWING OF FASHIONS & DUPLICATE DOLL CLOTHES	IDEAL TOY CO. & LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
	Showing of fashions by Oleg Cassini, Ceil Chapman, Celeste, Jane Derby, Anne Fogarty, Elfreda-Fox, Philip Hulitar, Claire McCardell, Paul Parnes, Alan Phillips of Lentz, Carolyn Schmurser, Hannah Troy -- with models and dolls dressed alike. For benefit of Spence-Chapin Adoption Service. Press by invitation. Public by reservation; contact: TE. 8-8000. Ideal Toy Contact: Melvin H. Poretz, OR. 5-6100. Pierre Fashion Director and Commentator: Nola Luxford, TE. 8-8000.		
Tuesday Sept. 30 2:00 P.M.	PRESS SHOWING OF BUDGET FASHIONS	LORD & TAYLOR	2ND FLOOR BUDGET DEPT.
	Lord & Taylor will present a cross-section of their budget fashions. Press and customers, by invitation. Publicity: Gloria Carr, WI. 7-3300.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 30 2:30 P.M.	PRESS PREVIEW: RESORT AND CRUISE COLLECTION Sylvan Rich will present his Martini Designed and Diminutives collection for Resort wear. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FL.
Tuesday Sept. 30 4:00 P.M.	PREVIEW OF RESORT COLLECTION Hannah Troy will present a press preview of her Resort fashions. By in- vitation. Publ.: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday October 1 11:00 A.M.	FALL FUR COLLECTION AT PRESS PREVIEW Fall furs will be presented by Bergdorf Goodman at a press preview. By invitation only. Publicity: Florence Neff, FL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Wednesday October 1 12:30 P.M. Luncheon	READY-TO-WEAR FASHIONS AT LUNCHEON Hattie Carnegie's Fall ready-to-wear Blue Room fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Hattie Carnegie Publicity: Constance Woodworth, PL. 5-2600. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday October 1 12:30 P.M. Luncheon	GOTHE FASHIONS AT LUNCHEON SHOW Gothé daytime and evening fashions. Press by invitation. Public by reserva- tion. Publ.: Gothé--Nona James, CH. 4-7658; Bonwit's--Nancy Talbert, EL. 5-6800. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
Wednesday October 1 12:30 P.M. Luncheon	"FASHION--MIRROR OF ONE WORLD" MUSEUM SHOW Fashion show for UNESCO delegates from 19 countries making seminar study of the Museum, dramatizing the work of a Museum in preserving world-wide fashion arts. By invitation only. Publ.: Juli Daves, Martin's, TR.5-3100, Ext. 355; and Gertrude McAllister, Brooklyn Museum, NE. 8-5005.	MARTIN'S (BROOKLYN)	BROOKLYN MUSEUM EASTERN PARKWAY
Beginning Wednesday October 1 2:30 P.M.	CEIL CHAPMAN'S HOLIDAY AND RESORT COLLECTION Presentation of Ceil Chapman's Holiday and Resort collection from Oct. 1 - Oct. 10 at 2:30 P.M. Contact: Alto Schiffrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday October 1 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT AND CRUISE COLLECTION "American Safari"--del Mar's Resort and Cruise collection of dresses, co- ordinates, sun dresses, swimsuits by Jan Little and Will Saunders. (Note Change of Time.) Preview for resident buyers and Fifth Ave. stores: Thurs. Oct. 2 at 4:00 P.M. By invitation. Publ.: Ken Williams, PE. 6-7462.	del MAR	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday October 1 4:00 P.M.	RESORT COLLECTION BY ALAN PHILLIPS By invitation. Publicity: Gladys Steiner, Lester Harrison, MU. 9-1630.	LENTZ DIMINUTIVES	533 SEVENTH AVENUE SHOWROOM
Thursday October 2 9:30 A.M.	PRESS PREVIEW: RESORT AND SPRING FASHIONS Preview of Majestic's Resort and Spring fashions, by Elaine Cutler Langhorne and Ben Wallace. Contact: M.B. Goldfarb, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday October 2 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Russeks will show fur fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL.5-3000. Publicity: Russeks-- Florence Lord, WI. 7-1900; Waldorf Fashion--Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Thursday October 2 12:30 P.M. Luncheon	SOPHIE ORIGINALS AT LUNCHEON SHOW Showing by Saks Fifth Avenue of Sophie's Ready-To-Wear originals for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Saks 5th Ave. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday October 2 3:30 P.M. Cocktails	PREVIEW OF SWIMSUITS-- 1953 SEAMOLDS Flexees, Inc. will present their 1953 SeaMolds swimsuit collection. (<u>Note Change of Date</u>). By invitation. Publ.: Sandra Allison Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Friday October 3 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS "Head-Lines" Informal presentation of hats, in cooperation with the Millinery Fashion Bureau, will be shown during cocktail hour. <u>October 3:</u> Laddie Northridge. <u>October 10:</u> Walter Florell. <u>October 17:</u> Harryson Hats. <u>October 24:</u> Hattie Carnegie. <u>October 31:</u> Emme. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Millinery Fashion Bureau Publicity: Mary Kelley, LO. 4-7800. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Sunday October 5- October 7	PREVIEW OF EARLY SPRING LINES Showing of early Spring collections of coats, suits and sportswear. Contact: Mr. Mason Fuhr, 740 So. Broadway, Los Angeles 14, California.	CALIFORNIA FASHION CREATORS	LOS ANGELES AMBASSADOR LOS ANGELES, CALIF.

OPENING OF FALL COLLECTIONS BY THE SPORTSWEAR GUILD

MONDAY, OCTOBER 6

Star-Maid Dresses . . 10:30 A.M. and 2:30 P.M. daily 498 7th, PE. 6-0444
Sport-Craft, Inc. . . 2:30 P.M.; thereafter 10:30 & 2:30. . . 550 7th, LA. 4-9724

TUESDAY, OCTOBER 7

Adler & Adler 10:30 A.M. daily 550 7th, BR. 9-9600
Kane-Weill. 10:30 & 2:30, Oct. 7-8 498 7th, LO. 5-3041
(Thereafter, 10:30 A.M. only)

WEDNESDAY, OCTOBER 8

Davidow 10:30 A.M. daily 550 7th, PE. 6-6909
David M. Goodstein. . 10:30 & 2:30, Oct. 8-10. 498 7th, LA. 4-2577
(Thereafter, 10:30 A.M. only)

THURSDAY, OCTOBER 9

Zoltan Rosenberg Co.. 2:30 P.M. daily, by appointment . . . 550 7th, LA. 4-6691

Beginning Monday October 6- October 10 12:00 Noon	SHOWING OF RESORT AND SPRING SEPARATES Beacon Hill and Coral, Inc. present "Separates in Every Port", traveled by Stanley Wyllins. Daily luncheons, 12:00 Noon. By appointment only. Contact: Irving Garber, CH. 4-5722.	BEACON HILL SHOWROOM - 6TH FLOOR	108 WEST 39TH STREET SHOWROOM - 6TH FLOOR
---	--	-------------------------------------	--

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday October 6 10:30 A.M. And 2:30 P.M.	OPENING OF RESORT AND SPRING COLLECTION Opening of Resort and Spring collection of David Crystal dresses; Haymaker separates and Izod of London shirts; also, Lady Northcool suits. (David Crystal's resident buyers' preview, Thurs., Oct. 2, at 2:30 P.M.) (Haymaker Separates' resident buyers' preview, Fri., Oct. 3 at 12:00 Noon.) Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday October 6 2:30 P.M.	CAPSULE COLLECTION OF MIDSEASON HATS Harryson presents a Capsule collection of Holiday and Midseason millinery. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	HARRYSON	711 FIFTH AVENUE SHOWROOM
Beginning Monday October 6- Dec. 15	TWELFTH FASHION TRAINING COURSE Twelfth annual course, "Fashion Jobs", sponsored by the Fashion Group, consisting of ten sessions, Mondays from 7:30 P.M. to 9:30 P.M. Fee for series: \$15.00. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
Tuesday October 7 9:00 A.M. Breakfast	BREAKFAST MEETING FOR MMEA MEMBERS Special mid-season meeting for members of Millinery Merchandising Executives' Association. Contact: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	HOTEL ASTOR
Tuesday October 7 12:00 Noon Luncheon	CRUISE COLLECTION AT LUNCHEON Drewyn, Ltd., in cooperation with the Colony of Trinidad and Tobago presents "Lotte's T.N.T." cruise collection, inspired by her visit to these islands. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	DREWYN, LTD. (1400 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Tuesday October 7- October 8 12:30 P.M. Luncheon	PRESS SHOWING OF RESORT COLLECTION Resort collection of bathing suits, playclothes, sundresses, introducing the "Sun Body". By invitation only. <u>Informal trade showing beginning Thursday, Oct. 9.</u> Contact: Julie Isles, LO. 4-3323.	FRANCES SIDER, INC.	1407 BROADWAY SHOWROOM - 14TH FLOOR
Beginning Tuesday October 7 1:00 P.M.	PREVIEW OF CRUISE COLLECTION Janice Milan will present her Cruise fashions. Luncheon at 1:00 P.M. daily, with showings at 1:30 P.M. Contact: Ellie Regan, LO. 4-7940.	JANICE MILAN	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Tuesday October 7 2:30 P.M.	OPENING OF RESORT AND SPRING COLLECTION Claire McCardell will present her Resort and Spring collection at 2:30 P.M. daily. Contact: Adolph Klein, LO. 4-2155.	CLAIRE MCCARDELL (TOWNLEY FROCKS, INC.)	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday October 7 3:15 P.M.	PREVIEW: "FUTURES IN FURS" "Futures in Furs" -- advance collection of furs designed for 1953. By invitation. Publicity: Mia Grau, PL. 5-1127.	L. F. GOMPERTZ (224 WEST 30TH ST.)	DELMONICO HOTEL CRYSTAL BALLROOM
Thursday October 7 3:30 P.M.	PREVIEW OF RESORT & SPRING COLLECTIONS Heatherlane, Inc. will present their first collection for Resort and Spring, at a combined showing with Bedford Dress Co. Both designed by Melba Hobson. By invitation. Publ.: Angela Carioli, WI. 7-5285.	HEATHERLANE, INC.; BEDFORD DRESS CO.	1385 BROADWAY SHOWROOM - 2ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday October 7 4:30 P.M. Cocktails	PREVIEW OF LORETTE'S NEW DEVELOPMENTS Deering, Milliken will present Lorette's "Coronation on Ice", showing new developments which will play an important part in Resort and Spring merchandising programs. By invitation only. Contact: LO. 3-5200.	DEERING, MILLIKEN & CO.	HOTEL ASTOR ROOF
Beginning Tuesday October 7 7:00 P.M.	SIXTH SURVEY COURSE IN PUBLICITY TECHNIQUES Eleven session survey course every Tuesday from 7:00 P.M. to 9:00 P.M. in the fundamentals of publicity technique. Fee: \$15.00. Contact: Rita Otway, PL. 5-4000.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE. & 49TH ST.
Tuesday October 7 10:00 P.M.	WINTER AND HOLIDAY MILLINERY FASHION SHOW First Winter and Holiday millinery fashion show, followed by supper and dance. By invitation only. Publicity: Mary Kelley, LO. 4-7800. Contact: Millinery Stabilization Commission, LO. 4-7800.	MILLINERY STAB. COMM. MILLINERY FASHION BUR.	HOTEL ASTOR BALLROOM
Wednesday October 8- October 10 8:30 A.M. Breakfast	PREVIEW OF RESORT & SPRING COLLECTION Breakfast previews of Carolyn Schnurer's Resort and Spring collection. By invitation only. Daily box luncheons for the trade, beginning Friday, October 10, at 12:00 Noon. Contact: Jose Lorenz, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM - 23RD FLOOR
Wednesday October 8 9:15 A.M. Breakfast	PREVIEW OF CRUISE FASHIONS The Cruise line of Margaret Newman Originals will be shown to press and buyers at a breakfast. By invitation. Contact: Sue Gardner, TR. 7-4952.	MARGARET NEWMAN	HOTEL PIERRE COTILLION ROOM
Wednesday October 8 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Presentation of Fall fashions at a luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Else Fritz Contact: PL. 8-0111. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ELSE FRITZ, INC. (36 CENTRAL PARK SO.)	HOTEL PIERRE BALLROOM
Wednesday October 8 12:30 P.M. Luncheon	DESIGNER FASHIONS AT LUNCHEON SHOW De Pinna will present designer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. De Pinna Publicity: Solita Arbib, MU. 8-2000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA EMPIRE ROOM
Wednesday October 8 2:30 P.M.	PREVIEW: RESORT-SPRING COLLECTION BY BRIGANCE Sportsmaker will present a special press preview of bathing suits, beachwear, playclothes and separates for Resort wear, and dresses for both Resort and Spring, designed by Brigance. By invitation. <u>Trade showings daily thereafter at 2:30 P.M.</u> Contact: Irving Lein, LO. 3-1534.	SPORTSMAKER	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Wednesday October 8 4:30 P.M. Cocktails	PRESS PREVIEW OF SPRING FASHIONS Press preview of Resort and Spring fashions, designed by Dorothy Cox. By invitation. <u>Trade showings, Oct. 9-17, at 10:30 A.M. & 2:30 P.M.; thereafter, 2:30 P.M. only.</u> Publicity: Mary Lewis, MU. 3-9560.	THE McMULLEN CO.	475 FIFTH AVENUE SHOWROOM-4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday October 8 6:00 P.M.	CAREER GIRL FASHION SHOW Milgrim will present the second in a series of Career Girl fashion shows at Pamper House. Open to public. Publicity: Nadine Bertin, CI. 7-7200.	MILGRIM	PAMPER HOUSE 600 FIFTH AVENUE
Beginning Wednesday October 8	OPENING OF CRUISE AND SPRING COLLECTION Jerry Greenwald presents the Cruise and Spring collection for juniors, designed by Ruth Woelfel. Contact: Miss Kitty, LO. 5-4850.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM - 29TH FLOOR
Beginning Wednesday October 8- October 31	DISPLAY OF SPRING AND SUMMER FABRICS "Seventeen" Magazine previews advance Spring and Summer fabrics to be featured with Simplicity Patterns in the January "It's All Yours" issue. Open to promotion and fashion directors, buyers and merchandisers of fabrics and patterns. By appointment. Contact: Frances Hodges, PL.9-8100.	SEVENTEEN MAGAZINE	488 MADISON AVENUE 10TH FLOOR
Thursday October 9- October 10 9:00 A.M.	PREVIEW: EARLY SPRING & CRUISE COORDINATES Nelly de Grab presents "Dots & Flashes", early Spring and Cruise coordinates at breakfast. By invitation only. Publ.: Sidney Dee Bloeme, JU.6-4490.	NELLY de GRAB	533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday October 9 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING "From Where We Sit"--The Fashion Group will have their Home Furnishings Luncheon Meeting with an exhibit and fashion show. Commentator: Miriam Lippincott, fashion consultant, Carson Pirie Scott. Speaker: Alfred Auerbach of Auerbach Associates. Display by Tom Lee. Chairman: (pro tem): Fredricka Fox, "House Beautiful" Magazine. Price: \$4.75 for members; \$5.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday October 9 12:30 P.M. Luncheon	CHRISTIAN DIOR -- N.Y. FALL FASHION SHOW Christian Dior -- New York fashions for Fall will be presented by Saks Fifth Avenue during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Saks Publ.: Carolyn Haight, PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA BALLROOM
Thursday October 9 12:30 P.M. Luncheon	ADELE SIMPSON FALL COLLECTION Bonwit Teller will present fashions by Adele Simpson during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE & SEPT ROOMS
Thursday October 9 6:00 P.M. Box Dinner	CAREER GIRL FASHION SHOW Showing of Milgrim's Career Girl fashions. By invitation. Publicity: Nadine Bertin, CI. 7-7200.	MILGRIM	3RD FLOOR
Friday October 10 11:00 A.M.	PREVIEW OF RESORT AND SPRING COLLECTION B. H. Wragge will present his Resort and Spring collection to the press. By invitation only. Contact: Mollie Porter, WI. 7-4963.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday October 10 5:00 P.M. Cocktails	PREVIEW OF CATALINA 1953 SWIMSUITS Catalina will present their 1953 collection of swimsuits and playclothes for women, men and children. By invitation only. Publicity: David S. Hillman, Inc., 9130 Sunset Blvd., Los Angeles 46, Calif.	CATALINA	HOTEL PLAZA TERRACE ROOM
Beginning Monday October 13 2:30 P.M.	OPENING OF RESORT & CRUISE COLLECTION Sam Friedlander will present his Resort and Cruise collection at 2:30 P.M. daily. By appointment only. Contact: Edith Simpson, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday October 14 9:00 A.M.- 6:00 P.M.	PREVIEW: SEWING MACHINE AT "ALL-DAY SEWING CLINIC" Introduction of new Singer Sewing Machine at an "All-Day Sewing Clinic" to be held for the press. Continuous demonstrations and exhibits will show the many functions of various types of household sewing machines and the part they play in sewing for fashion and for the home. By invitation only. Publicity: Anne Cunningham or Katherine Hedick, Bureau of Industrial Service, Inc., MU. 9-5000.	SINGER SEWING MACHINE CO.	HOTEL PLAZA TERRACE ROOM
Tuesday October 14 9:30 A.M. Breakfast	PREVIEW OF RESORT & CRUISE COLLECTION Greta Plattery's Resort-Cruise collection of sportswear and separates will be shown to the press and resident buyers. By invitation only. Contact: Margaret Hodge, PE. 6-8680.	PLATTERY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday October 14 12:00 Noon Luncheon	PRESS PREVIEW: RESORT INTO SPRING FASHIONS Esther Reifer will present Resort-Into-Spring fashions at a picnic luncheon. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	ESTHER REIFER	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday October 14 12:30 P.M. Luncheon	FALL FASHIONS AT BENEFIT LUNCHEON Presentation of Benham Originals for Fall and Winter at a benefit luncheon. Bridal gown--Kivette; hats--Laddie Northridge; furs--Rudolph-Garfield. By invitation only. Publicity: Donna Cannon, PL. 3-7072. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BENDER & HAMBURGER (498 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Tuesday October 14 3:30 P.M. Tea	READY-TO-WEAR AND ITALIAN ORIGINALS Milgrim's ready-to-wear fashions featuring imported Italian originals. Press and customers by invitation. Publicity: Nadine Bertin, CI. 7-7200.	MILGRIM	2ND FLOOR
Tuesday October 14 4:00 P.M. Cocktails	PREVIEW OF SPRING & RESORT COLLECTION Empire Imports, Inc. will present their new Spring-Resort collection and introduce "Heatherton's Independents" at a cocktail preview party for the press. Buyers preview on Wednesday, Oct. 15 at 4:00 P.M. cocktails. By invitation only. Publicity: Ken Williams, WI. 7-4639.	HEATHERTON	1410 BROADWAY SHOWROOM - 24TH FLOOR
Wednesday October 15 9:00 A.M. Breakfast	PREVIEW OF SPRING AND SUMMER COLLECTION White Stag will present their 1953 Spring and Summer collection at a breakfast showing for the press. By invitation only. Contact: Gloria Gelfand, BR. 9-1974.	WHITE STAG	1407 CLUB 1407 BROADWAY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday October 15 12:30 P.M. Luncheon	"DIAMONDS U.S.A."-- DIAMOND FASHIONS 1953 Fifth annual nationwide showing of diamonds at press luncheon. Exhibitors: <u>Birmingham</u> --Bromberg & Co. <u>Boston</u> --Bigelow-Kennard Co. <u>Chicago</u> --C.D. Peacock. <u>Cincinnati</u> --The Frank Herschede Co. <u>Dallas</u> --Arthur A. Everts Co.; Linz Bros. <u>Detroit</u> --Wright, Kay & Co. <u>Los Angeles</u> --B.D. Howes & Son. <u>New Orleans</u> --Coleman E. Adler & Sons. <u>New York City</u> --Cartier; Van Cleef & Arpels; Harry Winston. <u>Philadelphia</u> --J.E. Caldwell & Co. <u>San</u> <u>Francisco</u> --Shreve & Co. <u>Washington</u> --Grape & Co. By invitation only. Publicity: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	HOTEL PLAZA GRAND BALLROOM
Wednesday October 15 12:30 P.M. Luncheon	B. H. WRAGGE FALL COLLECTION Bonwit Teller will present B. H. Wragge's Fall collection during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Wednesday October 15 12:30 P.M. Luncheon	FASHIONS IN SILVER AT LUNCHEON SHOW "Silver Wheat--At Home In America" presentation of Reed & Barton's new sterling silver pattern. Press by invitation. Public by reservation; contact: TE. 8-8000. Reed & Barton Publicity: Sidney Dee Bloeme, JU. 6-4490. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	REED & BARTON; & LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
Thursday October 16 12:30 P.M. Luncheon	BEN REIG FASHIONS AT LUNCHEON SHOW Altman's will present fashions by Ben Reig during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Altman's Publicity: Ferris Megarity, MU. 9-7000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	B. ALTMAN & CO.	WALDORF-ASTORIA EMPIRE ROOM
Thursday October 16 1:00 P.M. Luncheon	FALL COLLECTION AT LUNCHEON SHOW Mimi Tuthill will present her Fall Ready-To-Wear fashions at luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Mimi Tuthill Publ. and Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	MIMI TUTHILL (50 EAST 50TH ST.)	HOTEL PLAZA TERRACE ROOM
Monday October 20 4:30 P.M. Tea	PRESS PREVIEW OF SPRING COLLECTION Pringle of Scotland will present the highlights of their Spring collection, and will introduce designer Oscar Weisz from Hawick, Scotland. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	PRINGLE OF SCOTLAND	PRINGLE-JOHNSTON 24 WEST 40TH STREET
Tuesday October 21 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING Exhibit of Spring and Summer 1953 fabrics. Chairman: Susan Eastman, "Glamour" Magazine. More details later. Contact: Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday October 22 12:30 P.M. Luncheon	GOTHÉ FASHIONS AT LUNCHEON SHOW Jay Thorpe will show Gothé afternoon and evening fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gothé Publicity: Nona James, CH. 4-7658. Jay Thorpe Publicity: Minnie Fite, JU. 6-1000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	JAY THORPE	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday October 22 12:30 P.M. Luncheon	LUNCHEON SHOWING OF DAVE BELLSEY SUITS De Pinna will present Bellociano and Bellociette coats and suits during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Bellsey Publ.: Sidney Dee Bloeme, JU. 6-4490. De Pinna Publ.: Solita Arbib, MU. 8-2000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	DE PINNA	HOTEL PIERRE COTILLION ROOM
Wednesday October 22 12:30 P.M. Luncheon	VARDEN PETITES AT BENEFIT LUNCHEON Showing of Varden's Fall fashions at a benefit luncheon show. By invitation only. Varden Publ.: Elsie Brandt, PE. 6-5460. Altman's Publ.: Ferris Megarity, MU. 9-7000. Pierre Fashion Dir.-Comm.: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE BALLROOM
Monday October 27 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW GIRDLE DESIGN Treo presents a new conception in girdle design that gives "fit in motion". By invitation only. Publicity: Lind-Gilbert Associates, PL. 3-4786.	TREO COMPANY	LA VIE EN ROSE 123 EAST 54TH ST.
Wednesday October 29 12:30 P.M. Luncheon	MOLLIE PARNIS FASHIONS AT LUNCHEON Best & Co. will present Fall fashions by Mollie Parnis during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Mollie Parnis Publ.: Eleanor Lambert, MU. 8-2130. Best & Co. Publ.: Madlyn Grimes, PL. 9-2000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	BEST & CO.	HOTEL PIERRE COTILLION ROOM
Wednesday October 29 2:30 P.M.	PRESS SHOWING: SPRING AND SUMMER COATS Lawrence of London will present a new collection of multi-purpose water-repellent coats for Spring and Summer 1953. By invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM - 11TH FL.
Wednesday October 29 2:45 P.M.	FALL AND WINTER FASHION SHOW Sydell's custom order and ready-to-wear fashions at a benefit show. By invitation only. Contact: PL. 8-0892.	SYDELL (666 FIFTH AVENUE)	HOTEL ASTOR BALLROOM
Wednesday October 29 4:00 P.M. Cocktails	HOLIDAY AND RESORT CUSTOM MILLINERY Milgrim's presents their Holiday and Resort custom millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	MILGRIM	6TH FLOOR SALON

Beginning Monday Nov. 3	SPRING OPENINGS OF FOGA LINES Individual dates will be announced later. Members include: LARRY L. ALDRICH CO. INC. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA-FOX, INC. ED GERRICK, INC. A. GOODMAN & CO., INC.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. GRABOIS FRED GREENBERG DRESS JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS JUNIOR LEAGUE FROCKS NAT KAPLAN, INC. DAVID LEVINE CO. PAUL PARNES CORP.	MANUFACTURERS' SHOWROOMS BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE, TALMACK, INC. HANNAH TROY, INC.
Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.			